



Metropolitan Education Commission  
Crystal Apple Awards Subcommittee Meeting Minutes  
Wednesday, February 26, 2020, at 10:00 a.m.  
MEC Office, 1080 S. 10<sup>th</sup> Avenue., Tucson, Arizona.

Members present: **Arlene Benavidez, George Favela, Dr. June Webb-Vignery, Dr. Mary Belle McCorkle, Buck Crouch, Rafael Meza, Sonia Valencia, Jon Lansa, Ed Nossem, Ed Dunin-Wasowicz.**

- 1.0 CALL TO ORDER - Meeting was called to order at 10:00 a.m.
- 2.0 PLEDGE OF ALLEGIANCE  
The Pledge of Allegiance to the United States of America was recited by all attendees.
- 3.0 ROLL CALL  
Roll call was conducted; a quorum was established.
- 4.0 APPROVAL OF PREVIOUS MEETING MINUTES  
Approval of January 29, 2020 Meeting Minutes:  
**Motion: Buck Crouch**  
**Second: Dr. June Webb-Vignery**  
**Motion carried unanimously.**
- 5.0 EVENT PLANNER REVIEW
  - 5.1 Event Planner & Venue  
The date of the 30<sup>th</sup> Annual Crystal Apple Awards Luncheon will take place on Friday, April 17, 2019 at the Tucson Convention Center, 260 S. Church Avenue. Arlene Benavidez and Ed Nossem have been in contact with the venue, went to a food-tasting to decide on the menu, and have met with the technical contact for the staging and Audio-visual needs. We will be getting the final details as the date approaches.
  - 5.2 Honorees



The Honorees are: LIFETIME ACHIEVEMENT AWARD – Fred and Ann Boice  
DR. JUNE WEBB-VIGNERY EDUCATION ADVOCATE AWARD – Senator Steve Farley

DR. JUNE WEBB-VIGNERY EDUCATION ADVOCATE AWARD – Margaret Chaney

TEACHER AWARD – Mr. Ben Collinsworth, Emily Meschter Early Learning Center, Flowing Wells USD

TEACHER AWARD – Mr. Nate Rios, Flowing Wells High School, Flowing Wells USD

CORPORATE AWARD – AGM Container Controls, Inc.

CORPORATE AWARD – Nova Home Loans

COUNSELOR AWARD – Ms. Danielle Khambholja, Sunnyside High School, Sunnyside USD

COUNSELOR AWARD – Ms. Aaryn Townsend, Old Vail Middle School, Vail School District

The Youth Honorees are pending, and will be selected by a committee of Youth Advisory Council members.

### 5.3 Save-the-Date & Letter Mailing

We have 18 tables reserved at present. MEC Commissioners are encouraged to secure at least one table. Buck Crouch will try to secure the Lions Club and Rotary Club, as well as military sponsorships. It was suggested that we update the MEC website to indicate that student seating at sponsored tables is Optional.

We have sent the Save-The-Date notifications via email, and 30<sup>th</sup> Anniversary Sponsorship Brochures via U.S. Mail and email, to past sponsors, former MEC Commissioners and partners, and to our various email lists.

## 6.0 EVENT MARKETING & FUNDRAISING

- Ed Dunin-Wasowicz and 501 Navigation is assisting with marketing the event.
- Marketing will focus on the value and benefits of the MEC's education advocacy and programs – "What would be the harm if the MEC no longer existed?"



- The MEC website will be updated to make the CAA its prime focus for the duration of the event period.
- Buck Crouch suggested a “Crystal Appleseed” Campaign, emphasizing growth through contributions.
- Rafael meza suggested that we utilize the “Ask” at the beginning of the event, as a long-term investment, and provide updates as funds are raised.
- Jon Lansa suggested utilizing visual aids for a “Monthly Gives” campaign.
- Ed D-W suggested finding Media Champions.
- Youth /YAC participation will be very important.
- Key messages:
  1. MEC’s 30<sup>th</sup> Anniversary Milestone
  2. MEC is a unique organization in the United States
  3. Our Voice, Our Community, Our future – the only local organization that brings together such varied partners from government, education, and business, to advocate for education Pre-K through 20
  4. MEC programs create opportunities for students that would not be there – RCAC, K2E, Teen Town Hall, YAC, Civic Engagement Day (we need to create an Impact Statement)
  5. Crystal Apple Awards Luncheon recognizes and honors education supporters
  6. The MEC has a rich history, and is as relevant or more so than when first established
  7. WE will be emphasizing, “MEC: Past, Present, and Future”.
  8. CAA Video – 3-4 minutes; should list history \* accomplishments, leading up to highlighting Student Stories and the positive impact of the organization on their lives and the lives of the community – YAC and RCAC testimonials – Ed will ask present YAC members to be available for this, and we have video of former YAC members; it should also ask, “What will students need in the future, and what will MEC’s place be in it?”
  9. We will be talking to Kirt Ijams from Media Source America LLC regarding producing the video.



10. TV and PRINT MEDIA – we should contact media professionals such as Valerie Cavazos at KGUN-9 TV, Sarah Gassen at AZ Daily Star; and create a Media “List of Education Champions”
11. For the awards presentations, we will display a collage of the honorees’ pictures of them in action in their respective jobs.
12. Fundraising - \$40,000 gross income is the goal this year, including sponsorships and the day-of-event ask. We should institute the Match Challenge idea. We need get more businesses engaged in the event, and the So. AZ. Leadership Council, by informing of the importance of education to workforce development and community quality-of-life issues. We should also follow up with the AZ Board of Regents, the UA Foundation.

#### 7.0 MEETING DATES

Future meetings be held on Wednesdays from **10:00 a.m. to 11:00 a.m.** as follows: March 25th, and April 8th.

#### 8.0 ADJOURNMENT

**Motion: Buck Crouch**

**Second: Dr. June Webb-Vignery**

**Motion carried unanimously. Meeting adjourned at 11:00 a.m.**